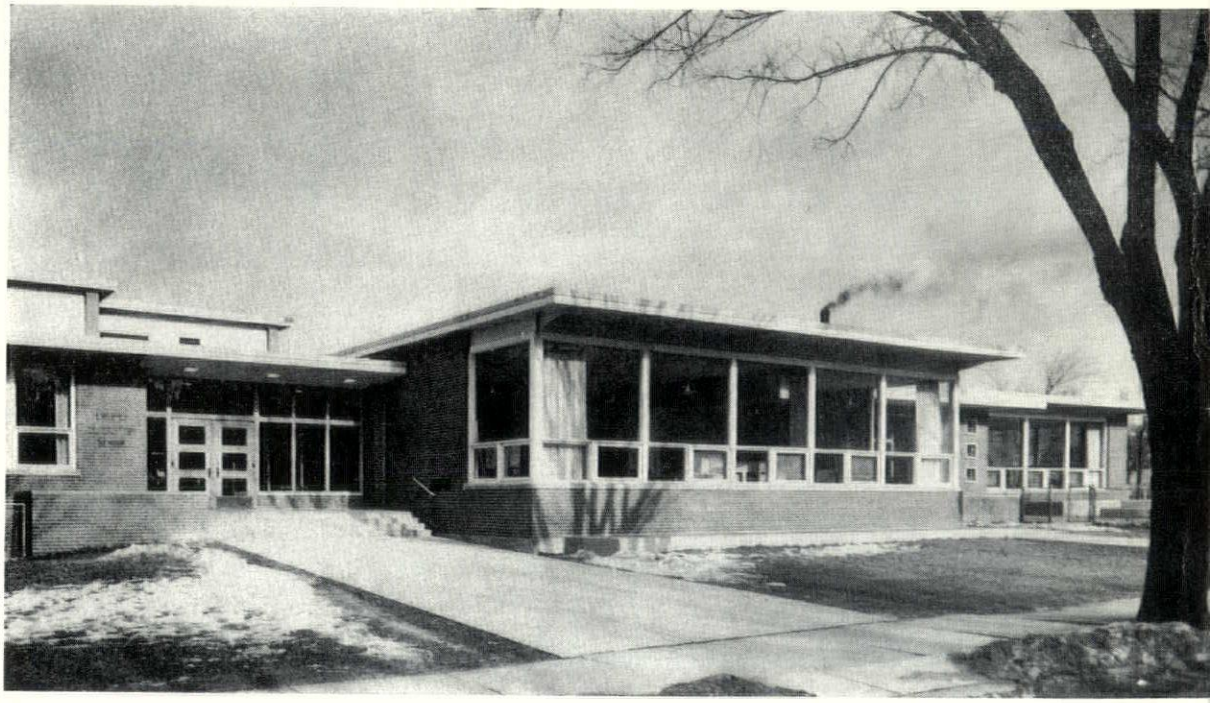
December 1955

the Wisconsin Architect

Campus School



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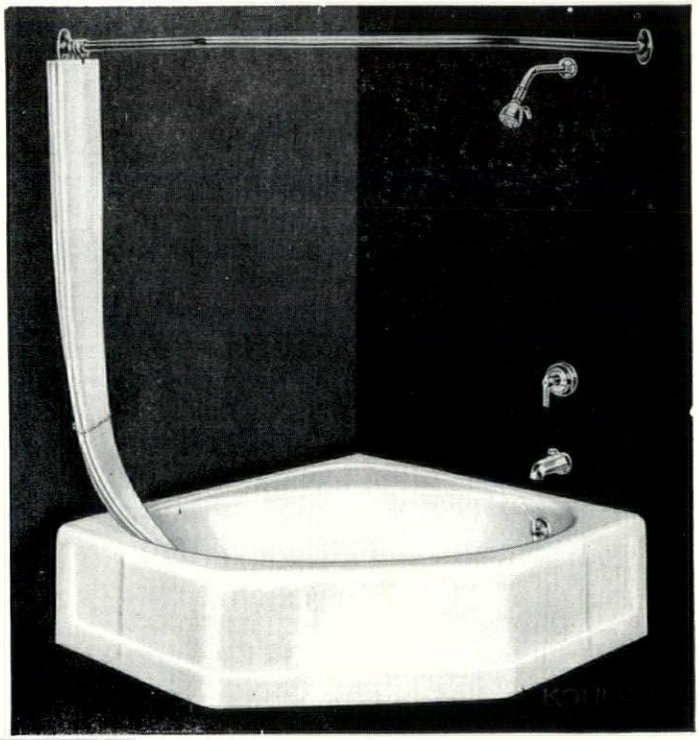

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Editor's Note

We hope you took seriously last month's admonition to drive safely. If you didn't, and by blind luck you're still with us, pause, friend.

The laws of chance are inexorable. If you skip blithely from one close one to another, as relentless and sure as the tides of the sea a loud, painful, messy, and undignified fate in the form of an auto crash will be your end. Auto crashes don't just happen . . . at least one person has goofed in some way in each case. This is our last sermon on this subject.

And now our sincere wish to all for a happy, healthy New Year of peace.

COVER COMMENT

A structure to educate children and train teachers in the process. One architectural solution to that challenge is the Eschweiler and Eschweiler Campus Laboratory School of Wisconsin State College, Milwaukee, on the cover.

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A Chapter of the American Institute of Architects

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1956 Convention Plans Proceeding, No Registration Fee Charged This Year

Plans for the 1956 Convention at the Loraine Hotel in Madison are proceeding rapidly. The Association office reports requests for exhibit space by product suppliers are coming in briskly.

Tentative Convention plans call for registration to begin at 9 a.m. Wednesday, February 22. The annual meeting will convene at 10 that morning and continue until noon. The first afternoon seminar will interrupt the annual meeting with a topic which will be directly related to the business of the annual meeting. The annual meeting will reconvene later in the afternoon and continue until the close of business that day.

Nationally-known speakers will conduct seminars on the 23rd and the Convention will be climaxed by the annual banquet Thursday evening. The annual cocktail party will precede the banquet.

A major departure from Convention procedure will be the fact that no registration fee will be charged either members or their guests. Entertainment will be guided by the Madison division on the evening of Feb. 22. Reports are that although the affair may be on a semi do-it-yourself basis, suggestions from the Madison division will be forthcoming to guide the group. As a result of many requests another highlight of the Convention will be several showings of the color film "Architecture, USA."

Model Statement For Public Bidders Nears Completion

A new "Bidders Statement of Fact" form has been compiled by the Association as a result of a 1955 Wisconsin Statute requiring the filing of such a form by any contractor bidding on public work in excess of $10,000.

After review of many such forms submitted by Association members and those used by public bodies, the Committee on relations with the Construction Industry has synthesized a new form covering the best points of each. The new form has been discussed with the contractors' representatives who have approved it.

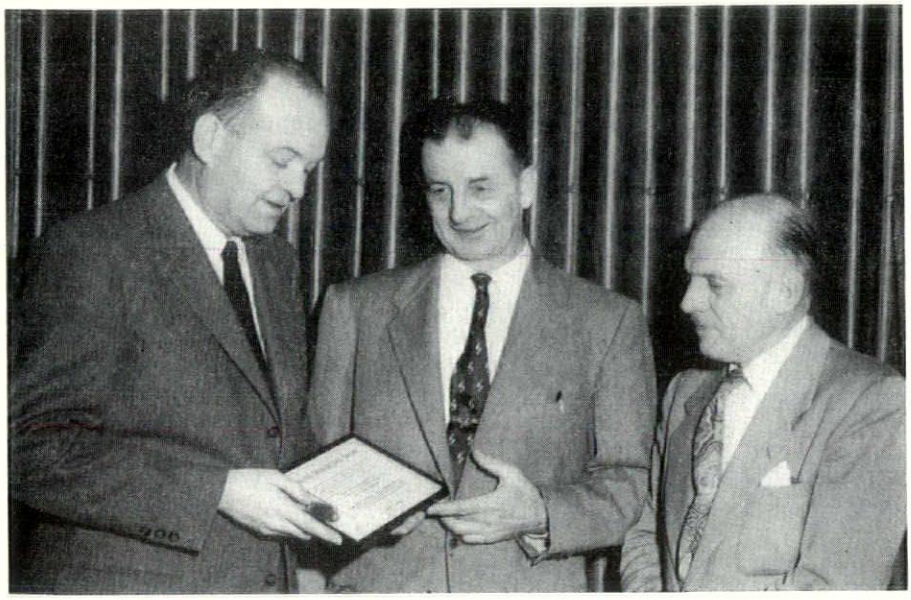
After submission to the Association's legal counsel for final review, it will be prepared and distributed to Association members to be used by them in preparing their own Bidders Statement of Fact forms.

The form, Association officers emphasize, is only a suggested one prepared as a service by the Association. The use of this particular form, of course, is not mandatory.

Robert P. Potter

Potter, Bradley, Grassold Named by Milwaukee

Robert P. Potter was elected president of the Milwaukee Division of the Wisconsin Architects Association to succeed Herbert Grassold. Other officers named at the group's December meeting were: vice-president, Herbert W. Bradley; and secretary-treasurer, Myron A. Sielaff. Grassold was named as a divisional nominee to the State Board of Directors for a two-year term.



Left, Julius Sandstedt, president of the Wisconsin Chapter, A.I.A., presents an "Owner Certificate" to E. C. DeBriae, president of the Milwaukee Library Board as Herbert J. Grassold looks on. The ceremony took place at the Christmas meeting of the Milwaukee Public Library Board and honored the Board for its sympathetic understanding of the architect's problems in the design of the Finney Branch Library. The design for the Finney branch gained Grassold-Johnson the Award of Merit in Architecture in the 1955 Bi-ennial Compeition of the Wisconsin Chapter.

AIA Announces 3rd Journalism Competition

Wisconsin architects are requested to advise newspaper editors in their communities that the Third Annual Architectural Journalism Awards Competition has been announced by the American Institute of Architects. This series of awards for writing and photography in the field of Architecture was initiated two years ago by the Institute "to recognize and encourage writing . . . that will further the public understanding of architecture and the architect."

Articles and photographs published during 1955 are eligible. Published work must be submitted by the publication, not by the author or photographer, before January 30, 1956. A total of $1,500 will be awarded in prizes of $250 to the author of the best published work in each of six categories including best factual reporting and best feature story on an architectural magazine; best photograph of an architectural subject published in a magazine and in a newspaper.

Entries are to be submitted to, and further information on the competition is available from, the Department of Professional Relations, The American Institute of Architects, 1735 New York Avenue, N. W., Washington 6, D. C.

Modular Drafting "Primer" by Demarest Now Available

A new booklet and draftsmen's primer, "The Five Fundamentals of Modular Drafting" is now available from the Institute. It guides the draftsman in the preparation of working drawings which are properly dimensioned in accordance with Modular Measure. It replaces the earlier pamphlet, "Making the Change to Modular Drafting." The book is intended for use in schools of architecture and architectural drafting rooms.

Written by William Demarest, "The Five Fundamentals of Modular Drafting" is a concise, well-illustrated booklet expressed in simple language. It describes Modular measure as ". . . almost too obvious for some people; they had been expecting it to be far more complicated."

The booklet is suggested as desirable for every architect's library. Copies may be secured without charge in limited numbers by writing William Demarest, Jr., The American Institute of Architects, 1735 New York Avenue, N.W., Washington 6, D. C.

AIA MEMBERS MAY NOT USE INSTITUTE SEAL

Members of the American Institute of Architects are advised that they may not use the official Institute seal for personal use. Mr. J. W. Rankin, Administrative Secretary of the Institute, recently commented on this practice after an inquiry regarding the use of the seal on members' stationery. The initials "A.T.A.", or "Member, The American Institute of Architects", following the individual's name, is, of course, permissible.

Mr. Rankin pointed out that some study is being made of another design for use by members personally to indicate membership, but it has not as yet been approved.

Church Design Meeting Seeks Exhibits

The annual national Joint Conference on Church Architecture will be held on March 8 and 9 in Atlanta, Ga. The event, sponsored by the Church Architectural Guild of America and the Bureau of Church Building of the National Council of the Churches of Christ in the U.S.A., will include talks, seminars, work shops and social events. Of particular interest to architects will be presentations of material on churches constructed in the past five years, renderings of church buildings on which commissions have been received and on possible future churches.

In connection with the Conference, a Church Building Architectural Exhibit is planned. Architects are invited to submit exhibits of church buildings erected since 1952. Each exhibitor may submit a maximum of two models and six mounts.

(Continued on Page 5)

The above scene which occurred at the 1955 Convention of the Wisconsin Chapter of the A.I.A. no doubt will be repeated in some fashion at the 1956 Convention. Above, left to right, John Hanlon, Sales Manager, Ceco Steel Products and 1955 President Producers' Council; Karel Yasko, and Rollin Thompson of the Donald Partition Co.

Above, left to right, Mark F. Pfaller, Al Grellinger and Joel Rachlin of Building Service, Inc., representing Simpson Logging Co., at the 1955 Convention of the Wisconsin Chapter of the A.I.A.

Church . . . (cont'd)

(Continued from Page 4)

Awards will be made in six classifications including a hypothetical church. The contest closes February 14. Details on the competition may be secured by contacting Mr. Albert C. Woodroof, 1813 Pembroke Road, Greensboro, N. C.

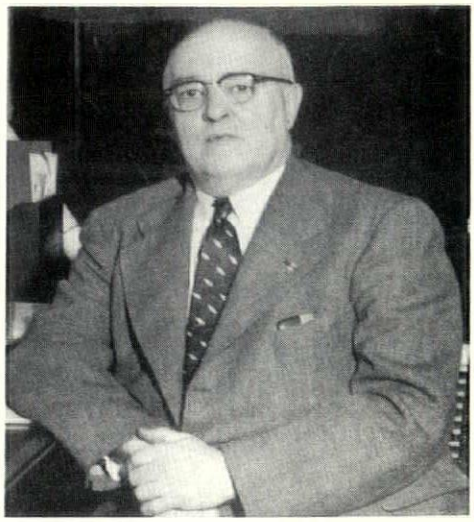
Florida Association Organizes Office, Engages Sherman

The Florida Association of Architects has announced the establishing of a formal administrative office and the appointment of Roger W. Sherman as Executive Secretary. Sherman will coordinate activities of the nine Florida Chapters, represent the Florida Architects Association in a public relations capacity, and continue editing and publishing The Florida Architect, the group's official publication, which he has done for the past two years. He formerly served as editor of the Architectural Forum and Architectural Record.

The F.A.A. office will be at 7225 S. W. 82nd Ct., Miami 43, Florida, after January 1, 1956.

Destroy Outdated Application Forms Chapter Asks

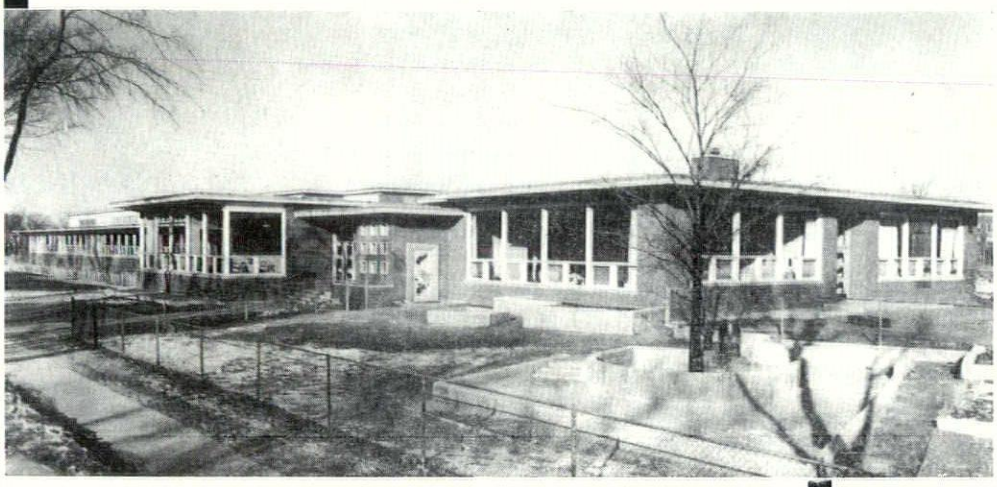
Architects are asked by the Wisconsin Architects Association office to destroy all Corporate Membership Application blanks which were printed prior to December 1, 1954. Revised Form S1 is now being used. It requires five references instead of three as previously and indicates a change in fee. Difficulties and delays in action upon membership arise when applicants use the obsolete form.



Above is Walter Memmler. This picture is printed to prove that pictures taken by the photographer for the Wisconsin Architect ultimately appear therein. Mr. Memmler served for four years on the Practice Committee and subsequently was co-chairman of the Joint Inter-Professional Society of Architects and Professional Engineers.

Below are the officers of the Wisconsin Chapter A.I.A., who are retiring in February. Left to right are Arthur O. Reddemann, vice president; Julius Sandstedt, president; and Fritz von Grossmann, secretary-treasurer.

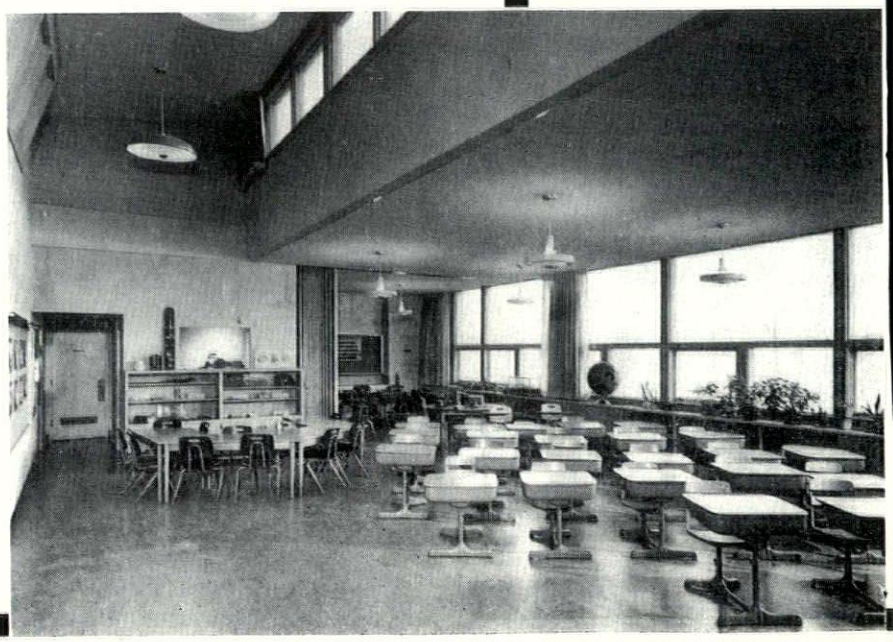
Campus Labor



This building is a Laboratory School, conducted by the Wisconsin State College in Milwaukee. It is used in the public education of children at graded school level as well as a training school for education of student teachers. Because it is a training school, many facilities are provided which are not normally used in public graded schools.

Individual classrooms, complete with a teacher's office and a project area, are provided at each grade level. There are two rooms for nursery children, two for kindergarten children and one each for grades one through eight. Separate toilet rooms have been provided for boys and girls for each grade.

Adjunct rooms include manual training, domestic science, radio workshop with rostrum, and cafeteria with a complete kitchen. A second floor corridor will provide observation of each class by student teachers when one way glass is installed in place of present wood panels.



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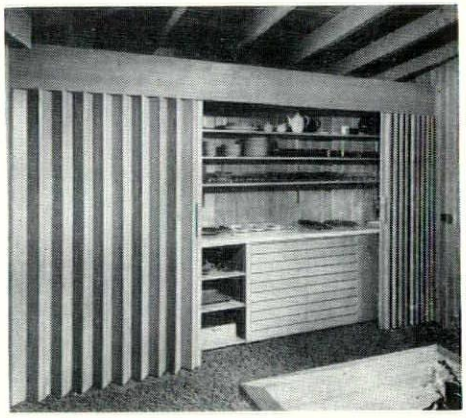

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Mix, Koch, Ferry and Clas Loom in Story of Milwaukee Architects

The following is a reprint from the March, 1936, issue of the Wisconsin Architect. It was written by A. C. Guth and suggested to us for reprint by Arthur O. Reddemann as being of current interest . . . to older architects who remember the persons mentioned and to younger men interested in the history of the architecture of the area. Somehow we all get a feeling that old, old buildings have always been there. Some famous Milwaukee buildings are mentioned. Did you know who designed them?

During the late 80's and immediately preceding and following the turn of the century, Milwaukee could boast of three exceptionally well known (nationally) architectural firms. These did not only land the largest and most prominent commissions of that decade, but they were also the training school for a large group of young men who today are (or have been) Milwaukee's leading architects and who are carrying on the traditions of the older firms.

The firm of E. T. Mix and Company was the first architectural firm to win recognition either locally or outside of the city and state. E. Townsend Mix headed up this firm. He was a native of Connecticut and came to Milwaukee in 1856 as the local representative of a Chicago architect. He soon, however, hung out his own shingle. Mix was the first trained architect to practice in Milwaukee. For six years previous to his coming to Milwaukee he had diligently pursued his studies in the office of Richard M. Upjohn, the renowned New York architect. He often recalled that he had to pay Upjohn $500 for this privilege. His business associates over a period of years were W. A. Holbrook and H. W. Guthrie who became a junior partner in 1898.

The number of commissions which were turned out by this office seemed without number. The list included the largest and most prominent structures of that day. Many are still standing as monuments to this firm's ability, resourcefulness and ingenuity. Amongst these buildings may be listed the following:

Chamber of Commerce, Mitchell Building, Union Depot, Old Exposition Bldg., Iron Block, National Soldiers Home Bldg., Colby & Abbot Bldg., Mack Block, Loan & Trust Building, Boston Store (First unit), Espenhain Store (Recently remodeled), Old Insurance Bldg. (Broadway and Wis.), and that fine ecclesiastical structure — St. Paul's church. There was also designed by this firm (as another writer puts it) "At least not less than three-fourths of the most costly and ornate private residences in Milwaukee."

It is erroneous to classify the Layton Art Gallery as being a product of the Mix office. This building was designed by a London architect named Ardsley. Mix was the associate architect and did the superintending.

Mr. Mix died in 1890 and the work of the firm was carried on by his late business associates, namely, W. A. Holbrook and H. W. Guthrie.

Many of the older architects of Milwaukee today found employment or served their apprenticeship in the Mix office. Charles Fink was Mix's protege. The chief draftsman was Carl Barkhausen and there were employed in this office at one time or another Messrs. C. D. Crane, C. Leenhouts, Hugh W. Guthrie, Harry A. Betts, H. J. Van Ryn and F. W. Andree.

In these modern times when there are so many automobile casualties it is interesting to note that Holbrook, Mix's partner, came to his untimely death by falling from a bicycle.

The firm of H. C. Koch was founded in 1868 by Henry C. Koch. Preceding this date, Mr. Koch had worked for L. A. Schmidtner, the architect for the old Court House. It is surmised that he had something to do with this project as he was in Schmidtner's office when the drawings were made. Schmidtner did not maintain a large corps of draftsmen. Mr. Koch was a Civil War Veteran, having served under Gen. Phil Sheridan as a topographical engineer. The firm of H. C. Koch and Co. at various times consisted of Henry P. Schnetzky and Herman J. Esser. Following the death of Mr. Koch in 1900, the business was carried on by his son, Armand D. Koch.

Amongst the larger and more prominent buildings which were designed by the Koch firm were the present City Hall, the Pfister Hotel, the Wells Building, the Gesu Church and the South Side High School.

The office of H. C. Koch and Co. is also credited with being the training school for many draftsmen who later became prominent architects in the annals of the city. The chief draftsman at one period of the firm's work was George B. Ferry. And employed there at different times were Messrs. E. R. Liebert, A. C. Eschweiler, Sr., Edward V. Koch, Gustave A. Dick, Henry Hensel, Henry Lotter, and John H. Leenhouts.

The third firm to play an important part in the building of Milwaukee was Ferry and Clas. This firm was composed of George B. Ferry and Alfred C. Clas. Mr. Ferry was a New Englander by birth and came to Milwaukee in the early 80's. He was Milwaukee's first college trained architect, having been graduated from Massachusetts Institute of Technology. Mr. Clas, a native son of Wisconsin, came to Milwaukee at an early age and apprenticed himself to an architect named Landguth. For this privilege he paid the magnificent amount of $300.00. The arrangement proved unsatisfactory so Mr. Clas left before his time was up. Later Mr. Clas was with James Douglas, one of Milwaukee's early day architects. One of these partners recalled in later years that they (Ferry and Clas) met in the old Kuenstler Heim on North Plankinton Avenue and Wells Street. Over a glass of Milwaukee's well known product they tossed a coin to see

(Continued on Page 10)

Experts Will Address Material Handling Group at Milwaukee Meeting

A one-day conference covering the latest trends and developments in industrial materials, handling, and packaging will be held in Milwaukee at the Hotel Schroeder, January 17, under joint sponsorship of the Wisconsin chapters of the American Materials Handling Society and Society of Packaging and Materials Handling Engineers.

D. J. Davis, vice president of manufacturing of the Ford Motor Company, will address the conference's luncheon meeting. His subject is "Mechanization Trends in Materials Handling" and he will explain the major factors in Ford's materials handling program, recognized as being ahead of the general trend in industry.

Twelve other authorities in their respective fields will participate in the comprehensive program. Three concurrent sessions, each with two speakers, will be held from 9 A.M. to 12 noon. Another three sessions will be held from 2 P.M. to 5 P.M. Each session will stress a different idea of interest, covering materials handling, packaging, traffic and shipping, equipment, cost reduction, and outdoor storage.

R. Frank Weber, packaging editor of *Modern Materials Handling* magazine, has been named general chairman of the conference by the presidents of the sponsoring groups. Weber, whose headquarters are in Milwaukee, is now a consultant following his retirement as director of packaging and materials handling research for International Harvester Company.

Co-chairmen of the executive committee for the conference are Larry R. Baldus and Gordon H. Kipp, who head up the local chapters of A.M.H.S. and S.I.P.M.H.E. respectively.

Fee for the conference will be $15 per registrant, and cost includes the noon luncheon. Because of limited space available for the conference, registrants are being urged to make reservations early.

Structural Steel Demand to Rise, Metal Group Says

Demand for fabricated structural steel for construction purposes in 1956 is expected to be even higher than it was in 1955, and shipments are expected to exceed the level reached in 1955, according to a report from the American Institute of Steel Construction.

Several economic signposts are pointing to this improvement. First, the forecasts of construction volume reported annually by trade and government sources indicate an overall increase of at least 3 per cent in 1956. Even greater increases are expected in some of the types of construction using heavy tonnages of fabricated structural steel.

Second, the statistical reports of backlogs of orders on hand and of bookings of future orders received and compiled by the Institute indicate substantial increases over a year ago.

Although the demand for steel continues high, some improvement is expected in deliveries of structural shapes next year due to expanded facilities at the mill. As this takes place fabricators expect to get their own deliveries back on a more nearly normal basis.

Mix, Koch . . . (cont'd)

what the name of the new firm would be. This happened in 1889.

No Milwaukee architectural firm was responsible for the design of more prominent and outstanding buildings than Ferry and Clas. In due time and order there came from this office the beautiful Italian Renaissance Public Library in Milwaukee and shortly thereafter the State Historical Library at Madison. Then there was the tower of St. John's Cathedral, the Masonic Temple on Jefferson Street (now the Court House Annex), the famous and short lived Gargoyle, the Northwestern National Insurance Building, the Milwaukee Auditorium, the Cudahy Apartments, the Unitarian Church, the Archbishop's residence on Wisconsin Avenue (then the Frederick Pabst residence) and the Wisconsin State Buildings at the World Fairs held in the cities of Buffalo and St. Louis.

The quality of design at these representative buildings brought this firm national recognition. This was an admirable team with Ferry the designer and Clas the business man. Mr. Clas was active in many of the Civic functions of the city and here his talent and ability were quickly recognized and put to good use. As a result, when the carnivals were held in the city in days of yore, the firm of Ferry and Clas played a prominent part in the designing of the decorations. The beautiful plaster arch which stood on Wisconsin Avenue near the Pfister Hotel in the days of the carnival of 1900 was a product of their skill and ingenuity, as well as the Carnival column which now stands in the Court of Honor.

The base for the Schiller and Goethe monument in Washington Park was designed in this office, as well as many other civic schemes in which Mr. Clas was interested. His long record for service on the Milwaukee Park Board, where his sincere appreciation and insistence of the true and pure in art, gained for him wide and lasting recognition.

The Ferry and Clas office proved to be the training school for many a successful architect of today. Amongst those who found employment and inspiration here were: Peter Brust, Juilus Heimerl, Frank Bader, Hugo C. Haeuser, William C. Herbst, William L. Kluessendorf, Walter Memmler, Frank Voigt, William H. Schuchardt, Richard Phillip, Joseph M. Bell, Frank Howard, Charles W. Valentine, D. C. Otteson, George C. Ehlers, Frank M. Gray, Stanley Kadow, as well as Elmer Grey and Gerrit Van Pelt of California. This is indeed a remarkable record for one office.

Many of these men later attained national renown as architects.

The epitaph on Sir Christopher Wren's tomb in St. Paul's Cathedral again comes to mind: "If you would see their monuments, look about you."

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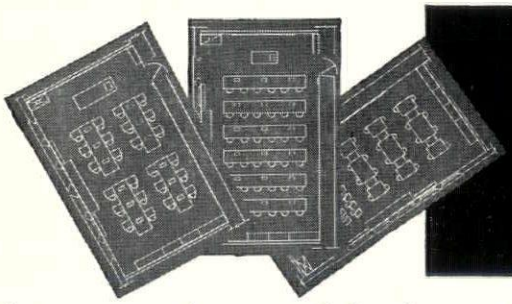

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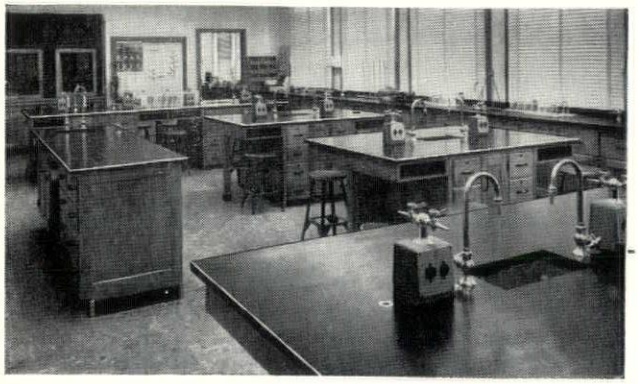

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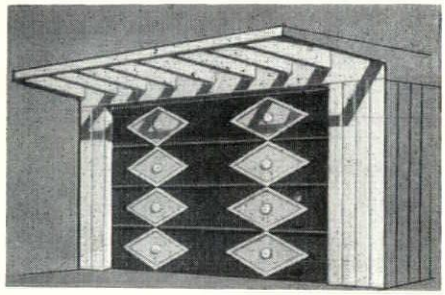

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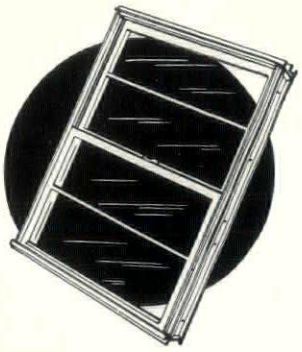

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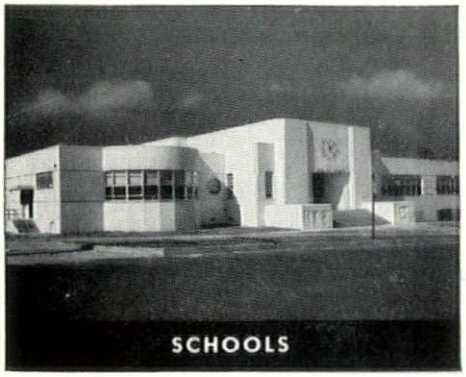
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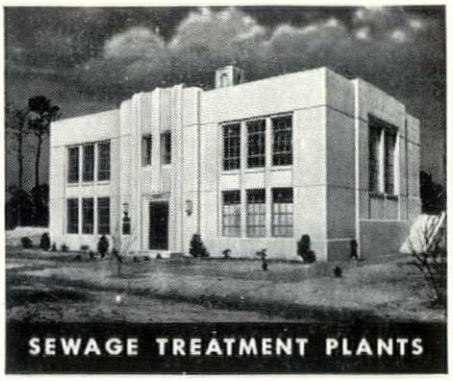
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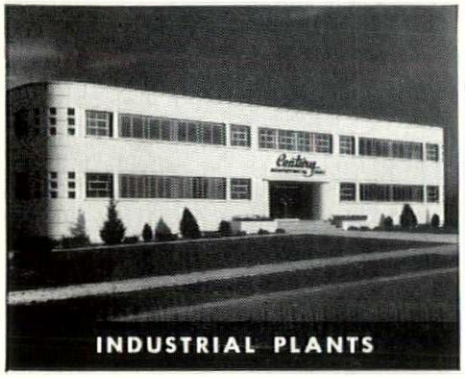
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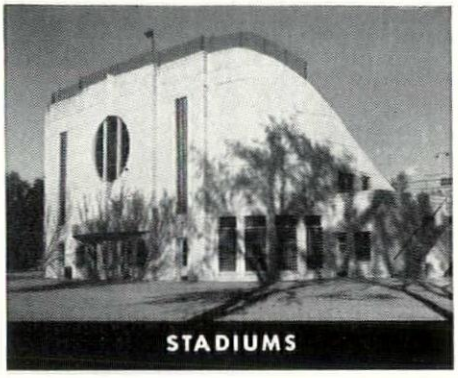
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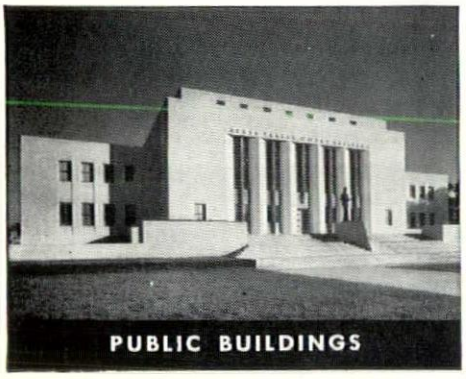
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